PHILIP MORRIS USA
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Joann Intogna

DATE: August 13, 1996

FROM: Donna Hingst

SUBJECT: Event Fact Sheet for the Kentucky State Fair

Marlboro & Community Event Marketing will be sponsoring the Kentucky State Fair from August 15-25, 1996. Specific information is as follows:

EVENT: Kentucky State Fair

DATES: August 15-25, 1996

TIME: 10:00 a.m. - 10:00 p.m.

LOCATION: Kentucky Fair and Exposition Center
Center Lawn
Louisville, Kentucky

PROMOTER CONTACT: Kentucky State Fair
937 Philips Lane
Louisville, KY 40209
(502) 367-5000
FAX 367-5139

PHILIP MORRIS ACTIVITIES: As a sponsor of and exhibitor at the event, Philip Morris is entitled to the following:

- the exclusive use, during the event, of an area at the north portion of the Center Lawn bounded by driveways on the north, east and west, and extending on to the second lawn section south (the "Marlboro Pavilion"); a 66' x 132' x 8' white Hoecker tent with sidewalls running south from the area's light pole;
- designation as primary sponsor and exclusive tobacco sponsor in the Marlboro Pavilion;
- the exclusive right to distribute Philip Morris branded incentive items to smokers twenty-one years of age and older, and to distribute branded incentive items to purchasers of Philip Morris products twenty-one years of age and older, from and around the Marlboro Pavilion;
- hang no less than 14 Marlboro banners, 25 Marlboro neon signs and other signage on and around the Marlboro Pavilion and at other locations to be mutually agreed upon by the parties.

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Source: https://www.industrydocuments.ucsf.edu/docs/ysnm0004

FIELD SALES CONTACT:

Jim Coleman
Philip Morris USA
1499 Windhurst Way
Suite #160
Greenwood, IN 46143
(317) 865-0160

SHIPMENT OF MATERIALS:

The following materials have been shipped:

ITEM

Towels
Duffle Bags
T-Shirts
Hats
Cassette CS
Flashlight
Plastic Bags
Lighters
Banners: 3 x 5 and 4 x 10

All residual materials must be shipped to the next event location.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities. Should there be any interest from Sales Representatives willing to volunteer their service, they are welcome to assist Phoenix Marketing in implementing the established consumer program. Please contact Steve Bellissimo at Phoenix Marketing at (516) 244-2930.

Should you have any questions or concerns, please feel free to contact me at (212) 878-2461.

cc: S. Anderson
I. Broeman
T. Carraro
J. Coleman
L. Dawson
J. Fontanez
J. Lenzi
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